automotive

FLEET

TRUCK, FLEET AND LEASING MANAGEMENT MAGAZINE

SPECIAL EDITION $35

1991

FACT BOOK

BUYER'S DIRECTORY & INDUSTRY STATISTICS

LESSORS
DAILY RENTAL
REMARKETERS
FLEET DEALERS
MANUFACTURERS
REFERENCE SECTION

automotive
FLEET®
CAR AND LIGHT TRUCK FLEET AND LEASING MANAGEMENT MAGAZINE

BOBIT PUBLISHING

1991 VOLUME 30
SUPPLEMENT

Influencing the management of 5,090,000 cars and 2,209,000 light trucks and vans in business, leasing, rental, utility, government, police, and taxi fleets.

Market Data

Fleet Statistics by Type and Size 9
U.S. New Car/Truck Fleet Registrations 10
U.S. New Car Fleet Registrations by Month and Year 12
Historic Fleet Registrations 14
U.S. Cars in Fleets by Type of Business 16
Passenger Car Fleet Registrations, 1984-1990 Model Years 20
1990-Model Year Registrations, Fleet vs. Retail 22
Leasing & Rental: Past Growth & Projections 24
Tracking the Top 10 Fleet Lessors 28
Leading Fleet Vehicle Lessors by U.S. and International Portfolio Size 30
Top 30 Banks in Vehicle Leasing 32
1990 U.S. Daily Car Rental Market Profile 36
Size and Model Cars Purchased by Major Leasing Companies, 1990 vs. 1989 38
1990 Fleet Car Costs by Region; NAFA Personal Use and Used-Car Data 40

Manufacturers

Fleet Department Directory 45

Fleet Lessors

Leasing Company Directory 88

Fleet & Retail Funding

Fleet Financial Services Organizations 125

Major Rental Firms

Directory of Vehicle Rental Companies 128

Vehicle Remarketers

Major Auction Chains 135
Factory Fleet Remarketers 140
National Auto Auction Association Directory 142
National Association of Fleet Resale Dealers Directory 152

Major Fleet Suppliers

Fleet Service Companies 155
Tire Industry 159

Fleet Dealers

Dealer Listing 160

Reference

Glossary of Fleet & Leasing Terms 171
Automotive Fleet Editorial Index March 1990 to February 1991 172
1991-Model Year Car Specifications 177
1991-Model Year Light-Truck and Van Specifications 179
State Automobile Insurance, Registration, and Tax Facts 182
Summary of State Safety Inspection Requirements 186
Association Meetings/Conventions 188
Ad & Editorial Index 189
Association Guide 190

AUTOMOTIVE FLEET® (ISSN 0005-1519) is published monthly except twice in April - Annual Fact Book issue, by Bobit Publishing Company, 2512 Artesia Blvd., Redondo Beach, California 90278. The contents of this publication may not be reproduced either in whole or in part without consent of Bobit Publishing. Send editorial and advertising correspondence to: 2512 Artesia Boulevard, Redondo Beach, California 90278. Subscription Prices – United States $52 per year; Canada $40 per year; Foreign $50 per year. Single copy price – $3; Fact Book – $35. Send all address changes and subscription correspondence to AUTOMOTIVE FLEET, P.O. Box 1939, Marion OH 43305-1939. Subscription order must show name and title of individual, company and nature of company's business. Bobit Publishing reserves the right to refuse non-qualified subscriptions. Second Class postage paid at Redondo Beach, California 90277-9998 and at additional mailing offices. POSTMASTER: Send address changes to Automotive Fleet, P.O. Box 1939, Marion, OH 43305-1939. Bobit Publishing Company also publishes, *Auto Rental News, Bedroom, Business Driver, Installation News, Sound Challenge, Fleet Financials, Limousine & Chauffeur, Metro, Contemporary Surgery, Contemporary Orthopaedics, School Bus Fleet, Security Sales, Canadian Automotive Fleet, Canadian Business Driver, Nails, Nail Technician News, and Showcase USA.*

■ Fleet Statistics by Type and Size (as of 1/1/91)

Cars

Type of Fleet	Leased or Managed	Company-Owned	Employee-Owned	Total
Businesses with 25 or More Cars	2,161,000	219,000	509,000	2,889,000
Businesses with 10 to 24 Cars	399,000	136,000	373,000	908,000
Other				
Government (Federal, state, county, and local.)	108,000	430,000	—	538,000
Utilities	94,000	457,000	—	551,000
Police	11,000	238,000	—	249,000
Taxi	22,000	119,000	—	141,000
Daily Rental	142,000	848,000	—	990,000
Fleet Total	**2,937,000**	**2,447,000**	**882,000**	**6,266,000**
Individually-Leased (Lessors, either independent or dealers, leasing 1 to 9 cars as business or consumer leases.)	2,020,000	—	—	2,020,000
INDUSTRY TOTAL	**4,957,000**	**2,447,000**	**882,000**	**8,286,000**

Trucks — Class I, II, III, IV, V

Type of Fleet	Leased or Managed	Owned	Total
Businesses with 25 or More Class I-V Trucks (Includes leasing, construction, plumbing, heating, food distribution, pest control, cable TV, etc.)	686,000	255,000	941,000
Businesses with 10 to 24 Class I-V Trucks	191,000	82,000	273,000
Utilities	105,000	488,000	592,000
Government (Federal, state, county, and local.)	59,000	187,000	246,000
Daily Rental	13,000	138,000	151,000
Other (Police, taxi, etc.)	1,200	4,800	6,000
TOTAL	**1,055,200**	**1,198,000**	**2,209,000**

U.S. New Car/Truck Fleet Registrations

On all accounts buying 10 or more units each year. (In Thousands)

	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990[1]
CARS										
Renting/Leasing	895	841	1,014	1,251	1,590	1,594	1,595	1,770	1,845	1,917
(Renting)[2]									(1,050)	(1,160)
(Leasing)[2]									(795)	(757)
Commercial	215	185	194	217	206	176	157	191	158	136
Government[3]	73	71	66	79	79	81	73	82	79	90
TOTAL	**1,183**	**1,097**	**1,274**	**1,547**	**1,875**	**1,851**	**1,825**	**2,043**	**2,082**	**2,143**
TRUCKS										
Renting/Leasing	150	150	160	281	435	411	405	473	491	434
Commercial	182	147	144	207	225	203	210	233	221	196
Government[3]	70	67	66	78	95	103	93	99	103	105
TOTAL	**402**	**364**	**370**	**566**	**755**	**717**	**708**	**805**	**815**	**735**
COMBINED CAR and TRUCK										
Renting/Leasing	1,045	991	1,174	1,532	2,025	2,005	2,000	2,244	2,336	2,351
Commercial	397	332	338	424	431	379	367	424	379	332
Government[3]	143	138	132	157	174	184	166	181	182	195
TOTAL	**1,585**	**1,461**	**1,644**	**2,113**	**2,630**	**2,568**	**2,533**	**2,849**	**2,897**	**2,878**

[1] Month of December registrations are estimated. [2] Renting & Leasing split from Renting/ Leasing total. [3] Excludes Federal Government.

For the Best in Auto Glass Replacement, Look to Globe Amerada Glass Company, the 18 Year Leader in Nationwide Auto Replacement.

- *Over 2000 participating independent glass vendors across the United States.*
- *Free Mobile Service or In-House service.*
- *Warranty for water leakage on all glass replacements.*
- *Qualified staffing.*
- *Toll Free Service 1-800-826-8682 from anywhere in the country.*
- *Three way conference call ability. By a three-way conference call, your insured speaks directly to the glass shop and a Globe Amerada Glass Network service specialist to set up an installation appointment.*
- *Nationwide windshield repair program.*
- *Convenient hours are:*
  Monday-Friday 6:30 am-8:00 pm
  Saturdays 7:00 am-1:00 pm (Central Time)

GLOBE AMERADA GLASS CO.

For Further Information Contact
Michael Kellman, V.P. National Accounts
2001 Greenleaf Avenue, Elk Grove Village, IL 60007
708-364-2900 or 1-800-826-8682

1-800-826-8682

Circle 105 on Inquiry Card

U.S. New Car Fleet Registrations[1] By Month And Year

Totals include all fleets of 10 or more units

	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990
JAN	110,666	93,700	100,500	141,669	158,782	181,524	188,000	178,400	179,400	153,000
FEB	100,205	78,300	91,200	142,006	142,643	162,615	159,100	185,500	183,100	188,500
MAR	108,836	84,500	105,800	136,526	162,472	164,697	165,300	186,200	197,400	189,100
APR	102,059	96,900	93,800	142,199	146,644	156,141	154,100	154,300	179,600	168,900
MAY	113,894	104,800	100,800	139,114	145,063	155,968	158,700	169,800	199,000	183,000
JUN	124,838	117,700	137,200	156,445	163,165	194,567	191,400	224,000	232,000	222,600
JUL	94,546	95,700	101,400	131,377	129,988	151,395	145,300	167,600	151,000	173,400
AUG	70,411	66,800	84,300	100,845	206,597	108,112	107,800	135,300	111,500	140,300
SEP	80,102	65,900	88,600	123,995	132,383	90,078	92,900	121,700	123,400	161,500
OCT	82,802	81,400	111,100	133,247	156,727	122,717	135,400	145,700	164,900	213,200
NOV	111,798	110,900	136,700	153,865	169,024	165,194	155,900	165,900	180,100	202,000[2]
DEC	117,100	138,600	150,000	136,481	196,497	226,100	178,600	208,800	201,500	205,000[2]
	1,217,257	1,135,200	1,301,400	1,637,769	1,909,985	1,879,108	1,837,000	2,043,200	2,102,900	2,200,500

[1]Includes all government registrations [2]November & December estimated

LONGO

the LARGEST TOYOTA DEALER IN AMERICA

Longo Has it All....
Cars, Trucks, Vans, Utility Vehicles, Cab & Chassis. Call for Guaranteed Price Quotes. We Drop Ship Anywhere in U.S. To Major Accounts Leasing, Rentals, Manufacturing Companies.

Jeff Lyman
Fleet Manager

3534 N. PECK RD. EL MONTE, CA. 91731
(213) 686-1000 (818) 580-6000

PENSKE

NEW YORK'S G.M. GIANT

Cadillac, Buick, Chevrolet, Chevrolet Trucks, Geo. Nation wide drop shipments. Employee purchase programs, and competitive prices.

Margo Steilen
Fleet Manager

Larry DiGioia
Fleet Manager

Fran Frier
Fleet Manager

798 11th AVE. NEW YORK, N.Y. 10019
(212) 708-3163 OR (212) 708-3164

Circle 107 on Inquiry Card

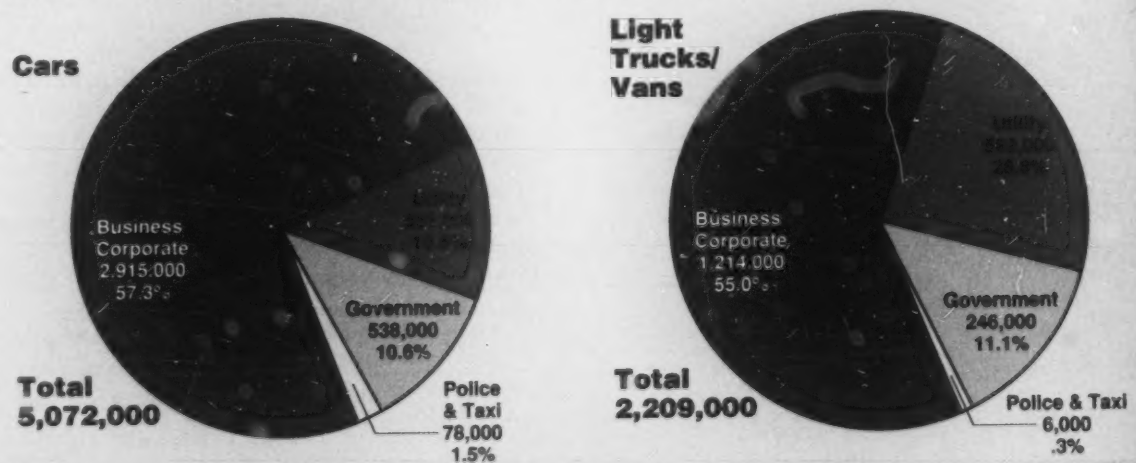
■ U.S. Cars in Fleets by Type of Business (Owned and Leased)

TYPE OF FLEET	CARS (in thousands)									
	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990
Business Fleets—25 or more										
Salesman Owned	341	340	340	344	348	420	410	425	518	509
Company Owned	226	228	224	232	226	260	252	235	236	219
Leased by Companies (By Types of Lease)										
Finance & Management	1,617	1,525	1,553	1,545	1,630	1,600	1,632	1,893	1,856	1,849
Partial/Full Maintenance	230	319	315	313	352	305	313	161	140	155
Net/Fixed	139	136	134	156	168	145	148	146	158	157
TOTAL Fleet Leased	1,986	2,000	2,060	2,095	2,150	2,050	2,093	2,200	2,154	2,161
Business Fleets—10-24 cars										
Owned	452	450	448	452	452	480	475	481	526	535
Leased	282	288	293	297	308	320	334	348	353	399
Individually Leased	1,713	1,645	1,653	1,657	1,800	1,975	2,098	2,160	2,140	2,020
Other Fleets										
Government	649	500	500	528	528	535	538	543	543	538
Utilities	537	530	533	540	540	545	550	553	553	551
Police	284	223	221	228	233	238	240	242	244	249
Taxi	198	141	139	140	140	143	144	144	144	141
Daily Rental	462	457	466	755	760	790	800	870	907	990
Driver School	19	18	—*							
TOTAL	2,149	1,869	1,877	2,191	2,201	2,251	2,272	2,352	2,391	2,469
NOTE: Number of Cars in Fleets of 4 or More	10,436	10,076	10,400	10,475	10,508	10,560	10,578	10,597	10,592	10,607

Source: Automotive Fleet Research Department
****Combined with business fleets***

■ Composition of Automotive Fleet/Leasing Market

(Vehicles Controlled/Operated by AF Readership)



Passenger Car Fleet Registrations

1984 - 1990 Model Years

	1984	1985	1986	1987	1988	1989	1990
American Motors	33,739 2.0%	31,742 2.0%	13,716 1.0%	4,281 1.0%	—	—	—
American Isuzu	N/A	N/A	N/A	N/A	5,387 1.0%	4,237 1.0%	20 <1.0%
Buick	147,646 10.0%	155,342 9.0%	122,127 5.0%	95,170 5.0%	103,389 5.0%	109,299 5.0%	103,160 5.5%
Cadillac	45,408 3.0%	41,946 2.0%	39,540 2.0%	49,565 3.0%	55,828 2.0%	58,179 3.0%	77,503 4.0%
Chevrolet	284,690 16.0%	323,540 19.0 %	348,727 20.0%	355,359 21.0%	357,166 20.0%	344,291 17.0%	377,471 20.0%
Chrysler	42,545 3.0%	47,209 3.0%	61,035 4.0%	40,135 3.0%	57,848 3.0%	48,549 2.0%	54,176 3.0%
Dodge	93,997 6.0%	93,975 5.0%	103,000 5.0%	94,145 5.0%	115,368 6.0%	147,427 7.0%	120,731 6.5%
Eagle	—	—	—	—	1,145 1.0%	7,245 1.0%	4,660 <1.0%
Ford	322,710 19.0%	337,202 19.0%	265,712 16.0%	330,134 20.0%	389,691 21.0%	398,940 20.0%	382,204 20.0%
Lincoln-Mercury	155,302 10.0%	148,121 8.0%	135,182 8.0%	163,274 10.0%	164,527 9.0%	176,091 9.0%	159,014 8.5%
Mazda	N/A	N/A	N/A	N/A	N/A	16,991 1.0%	16,863 1.0%
Mitsubishi	N/A	N/A	3,447 1.0%	6,403 1.0%	2,617 1.0%	14,985 1.0%	31,855 2.0%
Nissan	61,719 4.0%	81,599 5.0%	80,141 5.0%	62,719 4.0%	69,289 4.0%	74,123 4.0%	66,811 3.5%
Oldsmobile	194,320 12.0%	189,137 10.0%	193,510 12.0%	137,842 8.0%	129,481 8.0%	126,179 6.0%	120,243 6.5%
Plymouth	91,594 5.0%	80,736 5.0%	92,777 5.0%	79,373 4.0%	88,962 4.0%	75,402 4.0%	62,242 3.5%
Pontiac	96,984 6.0%	134,508 8.0%	163,973 10.0%	152,001 8.0%	155,550 8.0%	174,286 9.0%	183,802 9.5%
Subaru	N/A	6,035 1.0%	10,505 1.0%	9,087 1.0%	18,588 1.0%	38,432 2.0%	13,757 <1.0%
Toyota	50,407 4.0%	69,540 4.0%	104,409 5.0%	99,466 6.0%	104,424 5.0%	113,946 6.0%	117,765 6.0%
Volvo	N/A	N/A	N/A	N/A	2,032 1.0%	4,411 1.0%	4,450 <1.0%
VW	N/A	N/A	N/A	N/A	N/A	7,724 1.0%	8,417 <1.0%
INDUSTRY TOTAL	1,621,061	1,740,632	1,737,801	1,678,954	1,821,292	1,940,737	1,905,144
PERCENTAGE TOTAL	100%	100%	100%	100%	100%	100%	100%

Basic registration data is furnished by each manufacturer, and they may use differing bases.
Note: Honda, Acura and Hyundai fleet figures are not available.

1990-Model Year Registrations Fleet vs. Retail

MODEL	Retail Totals	Fleet Totals	% Fleet vs. Retail
SUBCOMPACT			
Cabriolet	7,835	627	8.0%
Capri	3,355	330	9.8%
Cavalier	285,121	60,739	21.0%
Colt/Vista	49,242[1]	1,218	2.4%
Eclipse	49,542	2,223	4.5%
Escort	280,779	52,731	18.8%
Festiva	58,128	2,793	4.8%
Fiero	133	4	3.0%
Firenza	55	3	5.0%
Fox	27,541	1,102	4.0%
Geo Metro	73,938	24,272	33.0%
Geo Prizm	113,655	57,763	51.0%
Geo Spectrum	81,957	2,052	3.0%
Horizon	17,326[1]	3,745	21.6%
Impulse	1,456	0	0.0%
Justy	14,662	990	6.7%
Laser	39,524[1]	1,902	4.8%
LeMans	37,459	14,490	39.0%
Loyale	24,511	3,016	12.3%
Mirage/2-door	13,571	5,406	39.8%
MR2	9,688	1,022	10.5%
Mustang	122,434	17,985	14.7%
Omni	17,792[1]	4,052	22.7%
Precis	4,665	273	5.8%
Pulsar	9,266	407	4.4%
Sentra	166,853	18,925	11.3%
Skyhawk	2,699	88	3.0%
Skylark	82,902	33,450	40.0%
Stylus	377	20	5.3%
Summit	N/A	609	—
Sunbird	112,414	43,046	38.0%
Talon	N/A	1,431	—
Tercel	84,155	11,813	14.0%
Tracer	31,144	5,303	17.0%
323	33,833	2,506	7.4%
Total Subcompact	**1,858,012**	**376,446**	**20.2%**
COMPACT			
Acclaim	103,370[1]	35,784	34.6%
Aries	5,382[1]	681	12.6%
Beretta	102,583	9,139	9.0%
Calais	97,870	39,073	40.0%
Camaro	77,765	2,726	4.0%
Celica	70,329	7,339	10.4%
Corolla	162,977	52,548	32.2%
Corsica	159,815	66,037	41.0%
Daytona	37,025[1]	2,306	6.2%
Firebird	39,150	1,622	4.1%
Golf/GTI	17,446	1,744	10.0%
Grand Am	210,766	61,915	29.0%
Jetta	57,798	3,468	6.0%
Legacy	67,611	9,651	14.3%
Miata	42,535	2,306	5.4%
Mirage/4-door	36,443	13,675	37.5%
Probe	116,915	23,587	20.1%
Protege	45,375	2,875	6.3%
Reliant	6,435[1]	552	8.6%
Shadow	72,447[1]	26,588	36.7%
Spirit	87,386[1]	33,606	38.4%
Stanza	77,210	14,986	19.4%
Sundance	63,246[1]	19,668	31.0%
Tempo	219,852	85,571	38.9%
Topaz	74,617	19,675	26.3%
XT	1,454	100	6.9%
240SX	55,583	6,636	11.9%
Total Compact	**2,109,385**	**543,858**	**25.8%**
INTERMEDIATE			
Bonneville	68,794	16,050	23.0%
Camry	230,483	42,985	18.6%
Celebrity	35,786	16,146	45.0%
Century	118,019	31,293	27.0%
Cougar	77,766	9,523	12.2%
Cutlass Ciera	139,369	31,100	22.0%
Cutlass Supreme	102,906	25,759	25.0%
Dynasty	99,447[1]	50,296	50.5%
Galant	40,991	9,964	24.3%
Grand Prix	112,036	26,762	24.0%
LeBaron Sedan	27,037[1]	8,678	32.4%
Lumina	217,825	82,698	38.0%
Maxima	100,398	20,227	20.1%
Monte Carlo	58	5	9.0%
Pontiac 6000	48,260	19,882	41.0%
Regal	74,794	9,859	13.0%
Sable	92,333	30,450	32.9%
Sigma	1,566	204	13.0%
Taurus	306,166	130,101	42.5%
Thunderbird	100,978	21,275	21.1%
Volvo[2]	89,000[3]	4,450	5.0%
626/MX-6	109,494	6,027	5.5%
Total Intermediate	**2,193,506**	**593,734**	**27.0%**
STANDARD			
Caprice	147,677	53,570	36.0%
Crown Victoria	107,124	48,161	44.9%
Custom Cruiser SW	4,623	398	9.0%
Delta 88	101,482	12,455	12.0%
Grand Marquis	102,768	15,710	15.2%
LeBaron Coupe/ Convertible	62,993[1]	18,711	29.7%

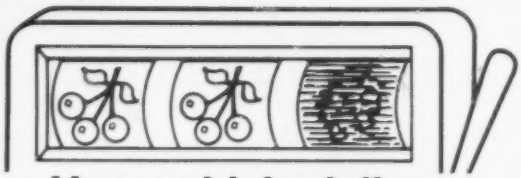
■ 1990-Model Year Registrations
Fleet vs. Retail, *Continued*

MODEL	Retail Totals	Fleet Totals	% Fleet vs. Retail
LeSabre	145,593	15,734	11.0%
Maserati TC	4,377[1]	350	8.0%
Monaco	8,909[1]	2,575	28.9%
N.Y. Landau/Salon	42,104[1]	14,432	34.3%
N.Y. Fifth Avenue	37,104[1]	10,237	27.6%
Premier	N/A	2,620	—
Roadmaster	2	1	50.0%
Safari Station Wagon	773	31	4.0%
VW Passat Sedan/Wagon	15,538	1,476	9.5%
Total Standard	**781,067**	**196,461**	**25.1%**
LUXURY			
Allante	3,060	480	16.0%
Brougham/Chassis	34,619	3,551	10.0%
Cimarron	15	0	0.0%
Continental/Mark VII/ Town Car	220,742	78,023	35.3%
Corvette	22,234	2,324	10.0%
Cressida	13,468	1,183	8.8%
DeVille/Fleetwood	162,978	50,631	31.0%
Eldorado	24,304	3,623	15.0%
Imperial	10,985[1]	1,768	16.0%
Park Ave.	63,512	8,618	14.0%
Reatta	6,676	2,626	39.0%
Riviera	20,764	1,491	7.0%
RX-7	13,342	991	7.4%
Seville	31,879	19,218	60.0%
Supra	7,042	875	12.4%
Toronado	14,725	1,840	12.0%
98	51,158	9,615	19.0%
300ZX	23,721	5,630	23.7%
929	20,485	2,158	10.5%
Total Luxury	**745,709**	**194,645**	**26.1%**
Total Domestic	**5,518,576**	**1,601,875**	**29.0%**
Total Import	**2,169,103**	**303,269**	**14.0%**
Other Imports, etc. (not reported on chart)	**—**	**74,056 (est.)**	**—**
Total Industry	**7,687,679**	**1,905,144[4]**	**24.7%**

Note: Import share of fleet is 15.9%
Domestic share of total fleet is 84.1%

[1] New car delivery figures, not registrations. [2] Includes all Volvo models.
[3] Sales figures, not registrations. [4] Does not include "Other Imports" total.

Taking a chance on some things can be exciting.



Your vehicle delivery isn't one of them.

What are the odds of having a vehicle transporter deliver your vehicles promptly and efficiently? With Auto Driveaway they're definitely in your favor!

We've been serving the nation's fleet administrators since 1952, delivering cars, trucks, and vans reliably and affordably.

Our 90 office network in the U.S., Canada, and Europe has made us one of the most effective and recognized transporters in the vehicle delivery industry.

Take a tip from our hundreds of satisfied customers and call Auto Driveaway today. It's sure to payoff.

Our experience is your reward.

800-346-2277

Driven or Trucked

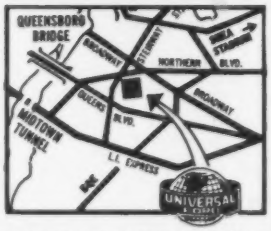
AUTO DRIVEAWAY CO.
310 S. Michigan Ave.
Chicago, IL 60604

Canada or Illinois call collect 312-341-1050

Circle 113 on Inquiry Card

CLOUT COUNTS

serving the New York Metro area since 1915, we've got the volume and experience behind us to satisfy your largest needs down to the last detail.



Conveniently located just 5 minutes from mid-Manhattan, we're easily accessible to all parts of Long Island, Westchester, New Jersey & Connecticut.

Priced competitively, we offer the full range of Ford inventory, from sub-compact to super-duty trucks.

Our Fleet Manager,
Bob Adelson
and his support staff are always available to service your requirements.

FORD
UNIVERSAL FORD
The Leader Since 1915
40-40 Northern Blvd., Long Island City, N.Y.
(718) 786-1660

Circle 114 on Inquiry Card

LEASING & RENTAL: Past Growth & Projections

Units In Operation (1/1/91)

LEASED SEGMENT	1975 Units	1975 $ Rev.	1980 Units	1980 $ Rev.	1985 Units	1985 $ Rev.	1990 Units	1990 $ Rev.	1995 (est.) Units	1995 (est.) $ Rev.
	(000)	Millions	(000)	Millions	(000)	Millions	(000)	Millions	(000)	Millions
Business Fleets +25	1,666		1,968		2,150		2,161		2,250	
Business Fleets 10-24	174		266		308		399		448	
Other Fleet	46		93		186		377		455	
Retail or Individual	1,072		1,708		1,800		2,020		2,315	
Total Cars Fleet Leased	**2,958**	**$9,100**	**4,035**	**$18,900**	**4,444**	**$28,660**	**4,957**	**$34,150**	**5,468**	**$38,500**
Truck Leasing	735	$ 4,200	800	$ 7,300	878	$10,000	1,055	$15,190	1,190	$17,500
Total Vehicle Leasing	**3,693**	**$13,300**	**4,835**	**$26,200**	**5,322**	**$38,660**	**6,012**	**$49,340**	**6,658**	**$56,000**
RENTAL SEGMENT										
Car Rental	355	$ 1,400	500	$ 2,800	760	$ 4,600	1,008	$ 7,900	1,180	$ 9,440
Truck Rental (all G.V.W.s) -	160	$ 1,000	175	$ 2,300	200	$ 3,400	202	$ 3,750	222	$ 4,370
Total Vehicle Rental	**515**	**$2,400**	**675**	**$ 5,100**	**960**	**$ 8,000**	**1,210**	**$11,650**	**1,402**	**$13,810**

SOURCE: *Automotive Fleet* Research Dept. —Copyrighted 1991

Ford FORD

Your "CAN DO" Ford Car & Truck Fleet Dealer

- Courtesy Deliveries with a Personal Touch
- Out-of-Stock Deliveries of Ford Cars & Trucks
- Tag & Title Work in **3 Jurisdictions**!
  - Maryland
  - District of Columbia
  - Virginia
- Billings in a Prompt and Efficient Manner
- Preparation of Reports and Storage of Used Vehicles
- Out of stock deliveries to most anywhere on the East Coast

Call our Fleet Manager, Paul Herfurth, with over forty years Fleet experience (301) 949-4050. Fax (301) 949-3170

Hill & Sanders Ford

11250 Viers Mill Road
Wheaton, Maryland 20902
(301) 949-4060

NAFA AFFILIATE

Metropolitan Washington, D.C.'s Oldest Car and Truck Dealer Selling & Servicing Ford Products Over 70 Years

Circle 115 on Inquiry Card

Tracking the Top 10 Fleet Lessors

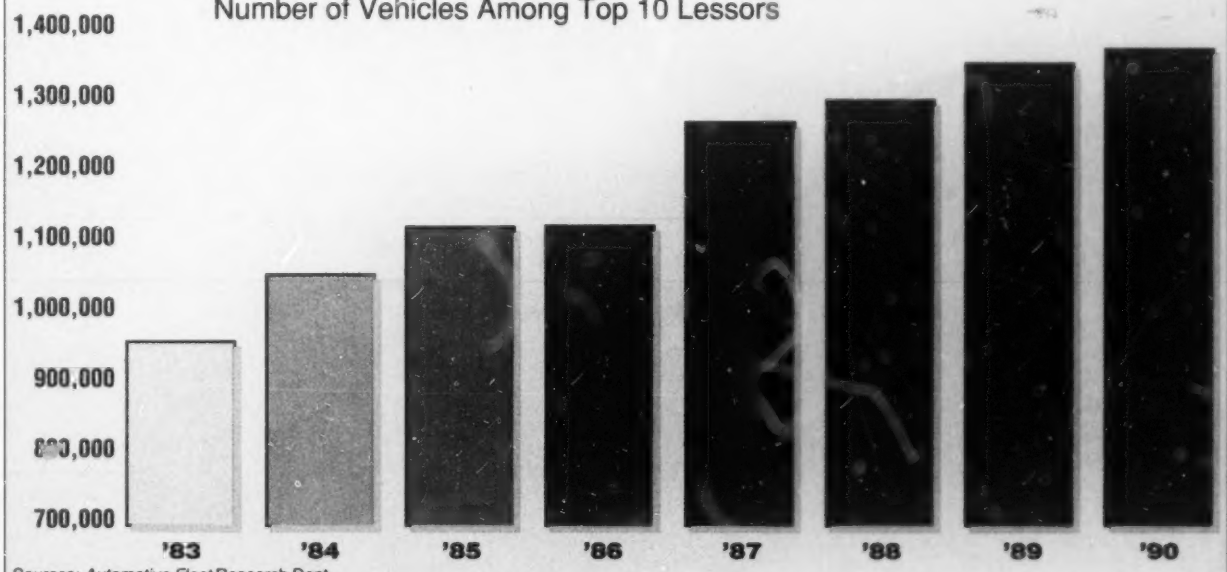
Total—U.S. Vehicles/Year

Lessor	1983	1984	1985	1986	1987	1988	1989	1990
GE Capital Fleet Services	—	—	—	—	420,000[1]	400,000	375,000	348,000
(Gelco)[2]	(235,000)	(267,000)	(268,000)	(270,000)	—	—	—	—
(D&K)[2]	(80,000)	(80,000)	(84,000)	(100,000)	—	—	—	—
(McCullagh)[3]	(75,000)	(80,000)	(80,000)	(80,000)	(80,000)	(80,000)	(75,000)	(75,000)
PHH FleetAmerica	200,000	200,000	225,000	275,000	290,000	313,000	326,500	325,000
(Avis Leasing)[4]	(44,500)	(44,500)	(48,000)					
ARI	50,000	65,000	65,000	70,000	75,000	75,000	148,500	148,500
(Lend Lease)[5]	42,500	50,000	60,000	58,000	85,000	91,000	—	—
Wheels	70,000	80,000	90,000	100,000	100,000	105,000	105,000	125,000
U.S. Fleet Leasing	45,000	50,000	50,000	50,000	68,000	75,000	85,000	85,000
(Hertz Leasing)[6]	(50,000)	(50,000)	(50,000)	—	—	—	—	—
Associates	13,000	22,000	24,000	27,000	41,600	45,800	53,000	67,000
LMV	7,500	13,000	24,000	33,000	38,000	45,300	47,000	51,000
Donlen Corp.	25,000	25,000	25,000	30,000	30,000	30,000	33,000	35,000
Enterprise Leasing	—	18,000	20,000	20,000	23,000	26,000	30,000	32,000
Lease Plan USA	—	—	—	—	—	—	—	30,000*
Top 10 Total	**937,500**	**1,044,500**	**1,113,000**	**1,113,000**	**1,250,600**	**1,286,100**	**1,278,000**	**1,321,500**

[1]GE Capital Fleet Services fleet total also includes Kerr Leasing, which was acquired in 1984.
[2]Purchased by GE Capital in 1987 [3]Purchased by GE Capital in 1990, its portfolio not included in GE's total.
[4]Purchased by PHH in 1986 [5]Lend Lease Purchased by Holman Enterprises (ARI) in 1989 [6]Purchased by USFL in 1986
*AF Estimate

The "Big" Get "Bigger"

Number of Vehicles Among Top 10 Lessors



Sources: *Automotive Fleet* Research Dept.

Leading Fleet Vehicle Lessors by U.S. Portfolio Size

(Includes lessor fleet managed units. Does not include rentals)

Rank	Fleet Lessors	Number U.S. Cars	Number U.S. Trucks	Total U.S. Vehicles
1.	GE Capital Fleet Sevices	182,500	165,500	348,000
	McCullagh	48,500	26,500	75,000[1]
2.	PHH FleetAmerica (including Avis Leasing Corp.)	205,000	120,000	325,000
3.	ARI	84,600	63,900	148,500
4.	Wheels	93,750	31,250	125,000
5.	U.S. Fleet Leasing	59,500	25,500	85,000
6.	Associates	39,000	28,000	67,000
7.	LMV	35,000	16,000	51,000
8.	Donlen	27,000	8,000	35,000
9.	Enterprise	29,500	2,500	32,000
10.	Lease Plan U.S.A.	25,000[2]	5,000[2]	30,000
11.	World Omni	24,500	5,000	29,500
12.	AT&T Automotive Services	6,500	13,000	19,500
13.	Fleetmark	2,200	17,300	19,500
14.	Sovran	14,000	4,800	18,800
15.	Emkay	15,000	3,500	18,500
16.	Mike Albert	15,800	2,200	18,000
17.	Leasing Associates/Allstate	12,500	2,000	14,500
18.	AMI Leasing Group	7,000	6,000	13,000
19.	Leaseway Puerto Rico	N/A	N/A	9,000
20.	Trans-National Leasing	3,750	4,250	8,000
	Totals	**930,600**	**550,200**	**1,489,800**

(Data supplied by individual lessors except where indicated)

Leading Fleet Vehicle Lessors by International Portfolio Size

Rank	Fleet Lessors	Total International[3]
1.	Lease Plan International	100,000
2.	PHH FleetAmerica	60,000
3.	GE Capital Fleet Services	27,000
4.	U.S. Fleet Leasing	18,000
5.	ARI	8,500
6.	Wheels	1,000
7.	Donlen	500
8.	Enterprise	500
9.	Fleetmark	250
10.	Emkay	225
	Total	**215,975**

[1] Not Included in GE Capital Fleet Sales Totals [2] AF Estimate [3] Including Canada, but not U.S.

Banks In Vehicle Leasing

Bank	Location	*Leases in Portfolio at End of 1990	1989	1988
1. Marine Midland Bank	Buffalo, NY	120,000	140,000	141,000
2. Wells Fargo Bank	Oakland, CA	65,300	57,300	48,500
3. Citicorp National Services, Inc.	St. Louis, MO	48,014	38,577	24,183
4. Chase Manhattan Bank/ Chase Automotive Finance	Manhasset, NY	45,149	28,500	17,223
5. First Fidelity Bank Leasing Group	Wayne, PA	40,231	42,587	43,265
6. First Interstate Bank of California	Cerritos, CA	39,530	43,294	43,591
7. Bank of Tokyo - U.B. Vehicle Leasing	Boston, MA	35,031	27,450	22,558
8. Security Pacific Corp.	Woodland Hills, CA	35,000	36,000	41,800
9. Banc One Acceptance	Columbus, OH	34,723	32,540	36,582
10. Continental Bank Corp.	Ft. Washington, PA	23,001	24,200	21,250
11. Huntington National Bank	Columbus, OH	21,446	21,285	20,997
12. First Pennsylvania Bank-Lease	Ft. Washington, PA	20,532	19,598	17,400
13. Union Bank-Stanchart Leasing	Orange, CA	19,500	19,229	19,800
14. Trust Company Bank	Atlanta, GA	16,000	19,714	22,500**
15. The Fifth Third Bancorp.	Cincinnati, OH	15,000	17,076	11,582
16. Society Lease, Inc.	Cleveland, OH	14,307	10,164	9,000
17. Sanwa Bank of California	Monterey Park, CA	10,919	9,432	7,419
18. Seafirst Bank	Seattle, WA	10,526	8,351	8,700
19. Bank of the West	Pacheco, CA	9,860	11,500	16,000
20. First Union National Bank	Charlotte, NC	7,970	8,000	10,389
21. National Bank of Detroit	Detroit, MI	7,507	10,900	14,575
22. Manufacturers National Bank of Detroit	Detroit, MI	7,387	9,129	11,300**
23. Perpetual Savings Bank	Baltimore, MD	7,250	5,122	2,276
24. Provident National Bank	Wilmington, DE	7,202	7,000	—
25. Valley National Bank	Phoenix, AZ	6,999	6,354	6,104
26. First National Bank of Atlanta	Atlanta, GA	6,925	7,778	7,943
27. Union National Bank	Pittsburgh, PA	5,499	5,379	4,521
28. National City Bank	Cleveland, OH	5,417	8,555	12,883
29. Star Bank Corp.	Cincinnati, OH	5,000	8,000	8,727
30. Citizens and Southern Leasing	Atlanta, GA	3,537	7,785	9,248

* Indicates total number of leases in each bank's portfolio at time of survey. Some banks listed may not be presently offering retail lease programs.

*** AF Estimate*

1990 U.S. Daily Car Rental Market Profile

Rank	Company	Number U.S. Locations	Number U.S. Vehicles*	Market Share Percent	Estimated '90 Revenue (Millions)
On-Airport/NearAirport/Local Market Segment					
1.	Hertz	1,500	190,000	23.1%	$1,710
2.	Avis	1,400	150,000	18.2%	1,345
3.	Budget	1,200	130,000	15.8%	1,118
4.	National	1,000	110,000	13.4%	907
5.	Alamo	130	90,000	10.9%	675
6.	Dollar	325	40,000	4.9%	291
7.	Thrifty	350	40,000	4.9%	348
8.	Value	25	25,000	3.0%	171
9.	General	60	18,000	2.2%	190
10.	American Intl.	175	15,000	1.8%	175
11.	Other	25	15,000	1.8%	171
		6,190	823,000	100.0%	$7,101
Local/Replacement Market Segment					
1.	Enterprise	410	85,000	58.6%	$339
2.	Agency	525	32,000	22.0%	140
3.	Action	275	17,000	11.8%	76
4.	Snappy	260	11,000	7.6%	49
		1,470	145,000	100.0%	$654
U.S. Industry Totals		7,660	968,000		$7,755
Manufacturer/Dealer Rental			22,000		
Total Car Rental Market			990,000	100.0%	$7,755

Average Revenue/Car/Month

Business/Leisure	$719/Car/Mo.
Local/Replacement	$376/Car/Mo.

*Passenger cars, including licensees

Size and Model Cars Purchased By Major Leasing Companies 1990 vs. 1989

Luxury	Standard	Intermediate	Compact	Subcompact	Imports
Electra/Park Ave.	LeSabre	Regal	Skylark	Cavalier	All
Riviera/Reatta	Caprice	Century	Spirit	Colt	Models
Seville	LTD Crown Vic	Celebrity	Acclaim	Escort	
Fleetwood	Grand Marquis	LeBaron	Daytona	Mustang	
Brougham	Delta Eighty Eight	Cougar	Topaz	Sunbird	
Continental	Fifth Avenue	Cutlass Supreme	Calais		
Mark VII		Cutlass Ciera	Tempo		
Town Car		6000	Grand Am		
Olds98		Grand Prix	Firebird		
Toronado/Trofeo		Bonneville	Shadow		
Corvette		New Yorker	Shadow		
		Taurus	Sundance		
		Sable	Beretta		
		Premier	Corsica		
		Premier			
		Dynasty			
		Lumina			
		Salon			

Company	Year	Luxury	Standard	Inter-mediate	Compact	Sub-compact	Imports
Associates	1990	5.0	13.1	61.7	16.2	1.1	2.9
	1989	4.9	17.0	62.2	11.1	2.1	2.7
Avis	1990	3.4	10.1	63.6	10.9	8.8	3.2
	1989	4.5	14.9	61.9	8.3	8.9	1.5
ARI	1990	4.0	14.0	65.0	8.0	7.0	2.0
	1989	5.2	12.8	62.0	12.0	6.0	2.0
Donlen	1990	3.4	12.3	72.0	6.4	2.9	3.0
	1989	2.9	11.6	71.0	9.4	3.7	1.4
Enterprise	1990	7.3	17.5	51.4	9.7	2.8	11.3
	1989	6.1	9.6	70.7	7.1	2.7	3.8
GE Capital Fleet Services	1990	1.1	9.7	76.3	6.0	3.1	3.8
	1989	1.5	11.7	62.3	16.4	5.9	2.2
Lease Plan U.S.A.	1990	2.1	6.7	66.3	17.4	4.7	2.8
	1989	1.1	5.2	71.2	16.4	2.8	3.3
LMV	1990	2.0	10.4	65.2	10.3	5.4	6.7
	1989	1.9	10.6	65.0	10.4	5.5	6.6
McCullagh	1990	2.0	34.0	47.0	14.0	2.0	1.0
	1989	2.7	24.9	57.1	7.5	4.9	2.9
PHH Fleet America	1990	1.7	4.9	68.1	20.8	2.3	2.2
	1989	2.3	7.7	65.9	17.4	4.7	2.0
U.S. Fleet Leasing	1990	5.2	11.9	65.8	8.4	4.2	4.5
	1989	4.0	11.5	61.0	18.0	1.0	4.5
Wheels	1990	1.4	9.3	74.9	6.0	6.0	2.4
	1989	1.8	10.2	72.1	8.6	5.1	2.2

1990 Fleet Car Costs by Region

1 NewEngland 2 MidEast 3 GreatLakes 4 Southeast 5 Plains 6 Southwest 7 RockyMount. 8 FarWest

Regional Code	Running Expenses cents/mile	Standing Expenses $ per month
1	7.05	375.09
2	7.51	364.39
3	6.77	351.24
4	6.99	341.15
5	6.50	353.20
6	7.23	335.39
7	7.23	337.51
8	7.69	341.48
USA	6.98	345.66

Running expenses include gasoline, oil, tires, and maintenance. Standing expenses are incurred whether or not the car is used, and include such fixed costs as insurance and license fees.

Source: PHH FleetAmerica

NAFA Personal-Use Data

(1) How Employees Are Charged for the Personal Use of a Fleet Vehicle

1 = Per mile charge. 2 = Flat weekly charge.
3 = Flat monthly charge. 4 = Combination per mile/flat charge.
5 = Graduated scale. 6 = Other.

	1	2	3	4	5	6
U.S. Commercial Fleets	37%	8%	32%	16%	0%	7%
U.S. Government Fleets	27%	59%	7%	0%	0%	7%
U.S. Public Utilities Fleets	47%	18%	0%	29%	0%	6%

Average Amount Employees Are Charged Per Mile for the Personal Use of a Fleet Vehicle

	1985	1986	1987	1988	1989
Industry Average	14.6¢	16.7¢	17.5¢	16.8¢	18.6¢

(2) Reimbursement For Use of Personal Car Mileage Only (Assigned Fleet Car Not in Service) For U.S. Commercial Fleets

	1986	1987	1988	1989
	Industry average	Industry average	Industry average	Industry average
Amount	20.7¢	21.4¢	22.4¢	24.3¢

NAFA Used-Car Data

Number of Model Year Cars Sold

	1990 All U.S. Fleets
U.S. Commercial Fleets	
1987 Model Year	3,751
1988 Model Year	2,717
1989 Model Year	1,405
U.S. Government Fleets	
1987 Model Year	1,263
1988 Model Year	1,841
1989 Model Year	18
U.S. Public Utilities Fleets	
1987 Model Year	259
1988 Model Year	403
1989 Model Year	12

Average Age of Vehicles Sold

Months	
Autos	40.0
Vans	56.0
Lt. Duty Trucks	68.0
Miles	
Autos	73,980
Vans	73,120
Lt. Duty Trucks	72,483

Selling Methods
Number of Cars Sold in Each Category

	1988	1989
U.S. Commercial Fleets		
Wholesale/Auto Auction	10,889	7,147
Employee	5,614	3,047
Used Car Dealer	515	196
New Car Dealer (Trade-In)	1,172	252
U.S. Government Fleets		
Wholesale/Auto Auction	1,570	4,204
Employee	8	380
Used Car Dealer	0	20
New Car Dealer (Trade-In)	5	101
U.S. Public Utilities Fleets		
Wholesale/Auto Auction	1,612	878
Employee	242	551
Used Car Dealer	137	1
New Car Dealer (Trade-In)	12	0